



With privacy policies, do what you say, Daily Journal

By Hsiao (Mark) C. Mao and Sheila Pham
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High profile data breaches are appearing in newspaper headlines at increasing rates. Although many businesses have focused their attention on preventing cyberattacks through stronger technical safeguards, the recent enforcement actions of the U.S. Federal Trade Commission teach us that tighter administrative controls should not be ignored.

Carefully drafted privacy statements and written response protocols are just as important because they have become one of the yardsticks by which the FTC measures "deceptive" online practices and ...